

Executive Proclamation

State of South Dakota

Office Of The Governor

WHEREAS, Craig Lawrence, Paul Schiller and Susan Willey first opened the doors of Lawrence and Schiller on May 10, 1976; and,

WHEREAS, The creativity thereby and subsequently released has tremendously improved the science and art of advertising in South Dakota from that day hence; and,

WHEREAS, Such Lawrence and Schiller directed and inspired improvement has induced the severing of uncountable millions from the private purse into the public economy, giving great satisfaction and delight to South Dakota's retailers and the South Dakota sales tax collector; and,

WHEREAS, Lawrence and Schiller's recent years of activity as the chief barkers and pitchmen for The Home State have brought to America's family vacation heaven an ever increasing number of tourists who are yearning to Feel Free Again; and,

WHEREAS, It is right, just and honorable for the people of this Great State through their Governor to give special recognition to such accomplishments and achievements; and,

WHEREAS, Due to the efforts of Lawrence and Schiller's inventive and imaginative ads placed in newspapers, on radio and on TV, South Dakotans no longer think of the Argus-Leader as merely fire starting refuse, KXRB as merely a morning alarm clock or KELO-Land as probably just something to the north of the Land of Oz;

NOW, THEREFORE, I, WILLIAM J. JANKLOW, Governor of the State of South Dakota, do hereby proclaim Monday, May 10, 1982, as

LAWRENCE AND SCHILLER DAY

in South Dakota, and I also extend my personal appreciation for their frame work and join with their many friends in wishing them continued success for many more years.



ATTEST:

Alice Kundert

ALICE KUNDERT, SECRETARY OF STATE

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this Seventh Day of May, in the Year of Our Lord, Nineteen Hundred and Eighty-Two

William J. Janklow
WILLIAM J. JANKLOW, GOVERNOR

Jay D. Vogt
JAY D. VOGT, DEPUTY

STATE OF SOUTH DAKOTA - BUREAU OF ADMINISTRATION - OFFICE OF RECORDS MANAGEMENT - CERTIFICATE OF AUTHENTICITY
THIS IS TO CERTIFY THAT THE MICROPHOTOGRAPHIC IMAGE APPEARING ON THIS SLIDE OF MICROFILM IS AN ACCURATE REPRODUCTION OF THE ORIGINAL RECORD AND WAS MICROFILMED IN THE REGULAR COURSE OF BUSINESS ACCORDING TO THE PROVISIONS OF SOUTH DAKOTA COMPILED LAW 1-27-4. IT IS FURTHER CERTIFIED THAT THE PHOTOGRAPHIC PROCESS USED FOR MICROFILMING OF THE ABOVE RECORDS WAS IN A MANNER AND ON MICROFILM WHICH MEET THE RECOMMENDED REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS FOR PERMANENT MICROPHOTOGRAPHIC REPRODUCTIONS. REDUCTION 25 ROLL NO. 3 DATE MICROFILMED 2-7-84 CAMERA OPERATOR *[Signature]*